

BIG GROCERS CONVENTION COMING HERE SEPTEMBER 11-12

LOHMAN, MYERS, GREEN SECURED AS SPEAKERS

State Retail Body Will Hear Cleveland, Advertising Manager of Morris & Co., and New York Grocers' Secretary.

Grocers from every section of Virginia will gather in Richmond September 11 and 12 for the annual State Retail Grocers' Convention. A number of out-of-State speakers will be on the program. Murphy's Hotel has been selected as headquarters, and all sessions will be held there.

John A. Green, of Cleveland, Ohio, will be one of the speakers. Mr. Green is a retired grocer, now interested in the wholesale sugar business, and much interested in national affairs pertaining to the grocery business. He will speak on "Co-Operative Advertising."

Charles Myers, of Morris & Co., the speakers will be another speaker. Mr. Myers' topic has not been announced.

Henry Lohman, of Brooklyn, N. Y., secretary of the Brooklyn Retail Grocers' Association, will be the third speaker. Others may be added to the program. Every State wholesale organization has been invited to send a representative to address the convention.

The first session will be Monday, September 11, at 10 A. M., at which time the reports of the president and secretary, R. B. Andrews, of Portsmouth, and W. P. McElroy, of Norfolk, will be made and the appointment of committees will take place. Other officers of the association are: R. W.

TELEPHONE BOOK HELPS MAIL DELIVERY SERVICE

Blank Forms Filled Out Show Disposal of Every Package.

Retail merchants who have been having difficulties with local deliveries by parcel post, will be interested in the experience of merchants of Des Moines, Iowa. Since January 17, 1921, the Harris-Thrifty Company department store and a number of other retail establishments have been making the bulk of their deliveries through the post-office. Out of a total of more than 170,000 packages delivered during 1921, the percentage of complaints was so small that Des Moines retailers are now thoroughly "sold" on the advantages of this form of delivery.

Every mail wagon driver attached to the local post-office has been furnished with a telephone directory, which he takes with him on his route. Drivers have been instructed to make use of them whenever a package is found to be improperly or insufficiently addressed. Instead of returning the package back to the post-office with the report "not found at address given," the mail wagon driver looks up the name in the book and is generally successful in finding the correct address.

"In establishing this service," said Paul A. Brown, superintendent of mails, "the routers and parcel-post carriers were picked men who were enthusiastic over the proposition and who put their whole heart into perfecting the service."

"It was discovered by post-office employees that frequently department store clerks made errors in taking down a customer's address. Following are some of the inaccuracies which drivers have had to contend with: No such number, house vacant, no response, do not live at address given, name and address illegible, improperly handled, etc."

Blank forms are prepared by the post-office to show the disposition of the parcel and drivers fill them out every day and send them to the office of the superintendent of mails. They are called for every morning by representatives from each store.

Corporation's Powers Enlarged.

The International Finance Corporation of Alexandria, has been granted an amendment to its charter, enlarging the purposes of the organization. The officers are Vere Brown, vice-president, and J. R. Gilder, secretary.

White Slipper Sale	
Ladies' White Oxfords	\$1.00
Ladies' White Pumps	\$1.00
Children's White Slippers	89c
Girls' White Tennis	69c
Ladies' Tan Oxfords	\$2.50
Ladies' Patent Leather Pumps	\$2.50
Children's Patent Leather Slippers	\$1.39

ALBERT STEIN

Fifth and Broad.

Frame Your Photographs

Why not let us frame your pet enlargements or cherished photographs? We furnish frames that are artistically correct, in anything from a plain moulding to an elaborate easel frame, at prices that are decidedly reasonable.

See our window displays this week.

The S. Galeski Optical Co.
Main and Eighth Sts. 223 East Broad St.

USE CLERKS AS MANIKINS FOR DISPLAYING GOWNS

Establishment Finds Women Who Know Store and Goods Preferable.

The "pretty doll" manikin is dead, Her day is done.

At least that is the opinion of the folks of L. S. Strauss & Co., one of the big Indianapolis department stores. From their own experience they have pretty well convinced themselves that the species is obsolete.

"There may have been a time years ago," says Horace Ryan, advertising manager of the store, "when the girl who was simply pretty and nothing more, had a fair chance to get by. But nowadays it takes something more than a clear complexion and a fair figure to assure success."

"The novelty of the manikin has worn off. Women customers have become used to seeing apparel displayed on the human form. Today it is not enough merely to have our goods shown on a manikin. We must go a step farther and see that the gown, suit or coat is displayed exactly right, and with a certain definite air of distinction. The work, the carriage, even so slight a matter as the throwing of a sash at exactly the right angle is of utmost importance."

Several years ago executives of the Avers store sensed the need for manikins who were to use Ryan's expression, "Something more than clothes-horses." So they set out to find just such young women, and train them in a way that would assure a pleasing exposition of the merchandise.

They started looking in the most obvious place imaginable—their own store. They are continually searching their sales force for the woman who has what they term "clothes sense," and it is these girls that they are developing into manikins for their ready-to-wear department.

"The ordinary store model usually earns little more than a fairly competent salesgirl," says Ryan. "But a modern manikin of the type we are developing is worth, and receives, a splendid salary."

The store's "star" manikin, Miss Della Mae Hartley, has been "brought up" in the Avers establishment through several years of careful training.

"Miss Hartley wears our most elaborate creations, of course," Ryan explains, "but that is only a small part of her work. She is continually called upon to answer the questions of customers relating to materials, designs, etc., to explain the origin of a style, whether it is an original or an adaptation, and to counsel in the selection of apparel that harmonizes and blends in perfect combination. The model who simply parades while others talk is, so far as we are concerned, out of our department."

Strictly speaking, Miss Hartley and the other Avers models are not on the sales force. They are not supposed to sell anything, but simply to show an intelligent interest in the customer. As a matter of fact, however, they do carry sales books and often show a good volume of business.

Occasionally Miss Hartley leaves the third floor, which is her "home," and does a bit of parading through other departments, karbed in some particularly striking costume. Thus she often attracts the attention of customers who would not otherwise see the creation. Many of these women are known to the manikin, and it is no uncommon thing for a group of them to stand her on one of these parades and literally do her with questions about the garment or some accessory. This naturally attracts the attention of the other customers, and frequently results in what amounts to almost small-size riot, each individual eager to put her question and receive a complete and sympathetic answer.

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CONFIDENT OF FUTURE, INCREASES SALESMEN

L. S. Strauss, Vice-President of Fleishman, Morris & Co., Finds Rock Bottom and Larger Sales Force Reporting Orders Coming Freely.

Prices have reached rock bottom and we are looking forward to a good fall and winter business, L. S. Strauss, vice-president of the Fleishman, Morris & Co., local wholesale shoe dealers, said last night in discussing prospects for the coming six months. Incidentally the company has demonstrated its confidence in the future with a substantial increase in its sales force, and reports business everywhere justifying this confidence.

WITH THE TRADE PERSONAL, but Not Confidential

W. C. Crozier, new buyer and manager of the Richmond Clothing, Inc., which will open for business in the near future on Broad Street, writes that he has "just selected one of the snappiest lines of suits and overcoats to be found in New York." "So tell your friends," he adds. "Mr. Crozier returns from New York in a few days."

Homer Wilson, popular salesman with the firm of Pollock & Babby, has been bidding his friends at that good-bye. He leaves the firm on the first of the month to become a full-blooded partner in the new firm of Schmidt, Wilson & Richardson.

E. W. Brooks, chairman of the Post A. Travelers' Protective Association, is planning his forces for the annual fall membership campaign. The organization, which is to be put through this year on new and original lines. A number of prizes have been offered and plans made to push the campaign with vigor. Prizes offered are: for two accepted applications, \$100; for three to five applications, \$250; for ten to fifteen accepted applications, \$500; for twenty to twenty-five accepted applications, \$1,000; for more accepted applications, \$12,000. The largest number of applications accepted will get the writer of them the grand prize, which is a round-trip to Newport News.

W. H. (Bill) Roy, has just returned from a trip through the South and reports business good. Mr. Roy is the leading salesman of the firm of McKisson and Robins, of New York City.

John C. Goode, secretary of the United Commercial Travelers' Association, was very stiff two or three days last week, following the meeting of the Business Men's Association of Church Hill and Fulton at the Varina Farm.

The board of directors of Post A. T. P. A. held a meeting last night and discussed moving plans. Many members of the board are out of the city on vacations, so little was accomplished. It was decided.

W. A. Powell, secretary of the Virginia Wholesale Grocers' Association, is in New York City on business.

H. L. Harwood, secretary of the Virginia Travelers' Protective Association, has just returned from a protracted trip throughout the State. He visited points at Norfolk, Roanoke, Lynchburg and Danville, and reported all quiet on his return.

The Virginia Travelers' Protective Association and Post A. T. P. A. local branch, will move headquarters to Murphy's Hotel annex before September 16. The organization decided to move several weeks ago, but their decision has just been made public.

"Biggest bargain carnival in all New England!" Pink lemonade was served free on the opening day from 5 to 12 o'clock, and at noon twenty-five prize balloons were liberated from the roof of the store on the Westminster Street side. To each of these was attached a letter entitling the holder to some valuable piece of merchandise. Kiddies accompanied by parents making purchases were given free souvenirs of balloons, lumps and powdered sugar. It is the belief of the management that we gained considerable business through the sale which could not have been gotten otherwise. The carnival also made a large number of friends for the store through the souvenir we gave out to the little folks."

Paris, Police Admit Error.

PARIS, Aug. 26.—The arrest of a supposed suspect in the plot to assassinate Premier Poincaré turned out to be a mistake on the part of the police. The man arrested was thought by the police to answer the description of the agent of the notorious "German Consul" that has been carried on a system of terror. Investigation soon established, however, that the man was a respectable French citizen, and he was promptly released.

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MYSTERY ADVERTISING PUTS OVER CAMPAIGNS

Hillsboro's Unusual Publicity Scores When Big Keys Are Attached to Doors.

Mystery advertising recently put over the biggest anniversary sale in the history of the Schaeffer Mercantile Company, of Hillsboro, Kan., which was founded thirty-five years ago, bringing daily crowds of from 1,000 to 2,500 persons, completely selling out some lines and moving an immense amount of stock at a relatively low overhead.

The first move in the sale campaign was a full-page advertisement in the local paper. The space was occupied by a cut showing a large hand inserting a key in a Yale lock. The caption did not contain the name of the store. It read:

"The Mysterious Key."

"The Picture Tells the Story."

This copy was repeated the next week in full-page advertisement. Hillsboro folks began to wonder what it was all about and began talking about the key. Then the third week came the same advertisement with the caption:

"Watch Your Doorknob."

Attached to the doorknobs of every house in Hillsboro the next morning were big pasteboard keys, six inches long and two and one-half inches wide. They bore no inscription. By that time the curiosity of the entire town was aroused.

Then came the explanation. Every person in Hillsboro and within a radius of fifteen or twenty miles, received one of the big cardboard keys through the mails. On one side was the address and on the other this message:

"The Mysterious Key—Schaeffer Mercantile Company, Hillsboro, Kan., requests your presence at its thirty-fifth anniversary celebration, the week of May 20 to 24. Our big circular tells the story."

With the key was a large handbill which rehearsed the plans for the celebration, gave details of the program and entertainments arranged and quoted special prices on nearly every line of merchandise handled by the firm.

The day the sale opened pasteboard keys were again hung at the doors of every house in town. On one side was printed: "Schaeffer's thirty-fifth anniversary sale opens today. Come. The greatest values in the history of Hillsboro." On the other side were the words:

"The keys, did the trick. Although Hillsboro is only a small town, in a strictly rural community, at no day during the sale were there less than 1,000 persons in attendance, often 1,500, and on one day 2,500 persons were given away to children."

Free lunches were supplied the customers on Monday and Tuesday, served cafeteria style in the basement. The store between 11 and 2 P. M. Souvenirs, consisting of clothes brushes, with the name of the store printed on the back, were given away one day. This was a special advertising stunt.

The big day was when the birthday party was held. The oldest customer of the store cut the huge cake that had been baked and it was passed out among those present. Several short talks were made, one by a salesman for a wholesale house from which Schaeffer's long have bought goods.

Grocers now are launching a movement to secure the passage of a bill preventing drug stores from remaining open on Sunday.

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SIXTY VIRGINIANS GO TO MERCHANDISE FAIR

Number of Local Merchants Will Attend Sessions of National Clothiers, in New York City, September 11 to 15, Kirk Announces.

Virginia will send sixty merchants to the great merchandise fair and annual convention of the National Association of Retail Clothiers, to be held in Madison Square Gardens, New York City, September 11 to 15. Almost every store of consequence in the city will be represented at the convention and fair.

Among those who have signified their intentions of making a visit to the fair are C. T. Norman, of the fair arcETAGI ETAGI ETAGI, O. H. Berry & Co., W. Fleet Kirk, of Kirk-Parrish Co., W. G. Quarles, of Woodall & Quarles, Horace Wright, of H. S. Wright, Raphael Levy, of Jacobs & Levy, Gilbert Greentree, of Greentree's, Horace Gans, of the Gans-Rady Co., R. B. Underwood, of Miller & Rhoads, Ralph Rothschild, of Burk & Co., H. A. Gills, of Gills & Atkins, and a number of others. The Virginia delegation has principally chosen the McAlpin, although some of the party will stay at the Waldorf or the Martinique.

The greatest quantity of goods which has been assembled by the wholesalers for the inspection of the retailers for years will be represented at the fair, where buyers from every State in the Union will be present for the purpose of looking over the offerings of the manufacturers for the spring.

GROGERS AND DRUGGISTS LOCK HORNS OVER BILL TO FILL DULL SUMMER

Kansas Pharmacists Try Keep Grocers From Handling Toilet Articles.

WICHITA, KANS., Aug. 24.—Department stores which are being opposed strongly by the Kansas Retail Druggists' Association for the handling of toilet articles, have succeeded in enlisting the support of all grocers of the State to prevent druggists from getting a bill through the next legislature forbidding the sale of toilet articles and patent medicines by retail merchants other than licensed pharmacists.